

ABSTRACT

Disclosed is a method for operating a computer to pay one or more decision makers for attention. The method provides, via a computer, for an advertiser process in which an advertiser sets the terms of an offer to pay for the attention of a decision maker for an organization. The terms define a decision and a decision maker, an amount of money to be paid, and provide rules for specifying how payment is to be split if more than one person influences the decision. The method further provides recipient process in which one or more users accepts the offer and provisionally receives virtual payment. The method further provides an inspection process for inspecting the recipient(s) and paying him/them according to their role(s) in the decision, as revealed by the inspection, and according to the terms of the offer. The method can include sub-methods for deterring cheating, also disclosed.